

AT-CDEP Initial Insights Report (IIR)

Format and Writing Guide

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Definitions

- **Observation**

- A record or description obtained by the act of recognizing and noting a fact or occurrence.
- The data generated during the experiment.

- **Insight**

- The synthesis of a set of observations that reveal a capability, an enabler of a capability or a warfighting impact.
- New thoughts or patterns that emerge as analysis team looks at observations & reviews them in light of larger body of knowledge.

- **Finding**

- A conclusion reached after examination or investigation.
- The corroboration of an insight from multiple venues.
- A combination of quantitative and statistical comparisons of various cases or treatments examined, supplemented and amplified by qualitative observations and assessments.

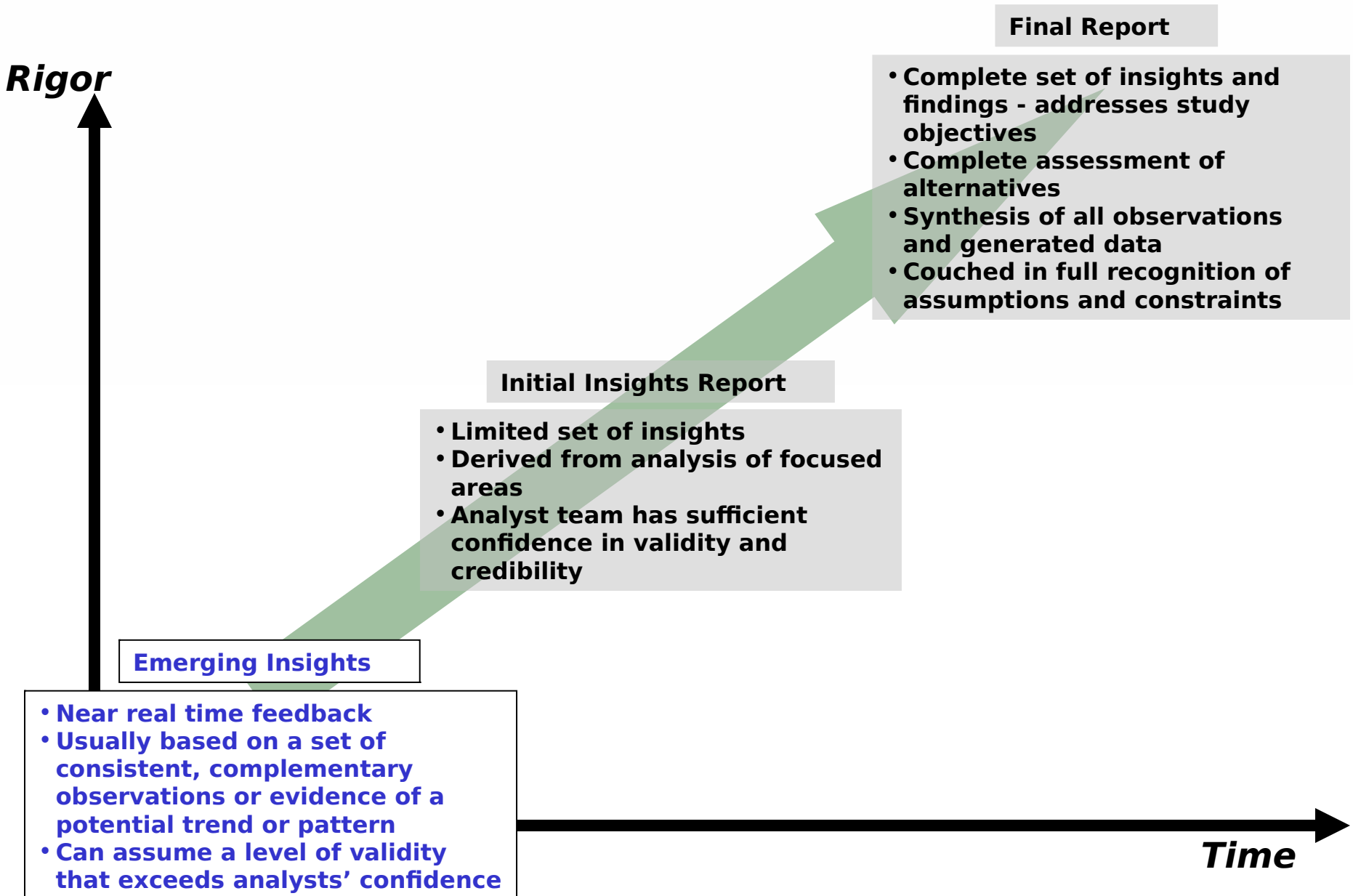
- **Valid**

- A conclusion that is well grounded in evidence.
- A conclusion that is correctly inferred or deduced from a premise.

- **Credible**

- A conclusion that is capable of being believed.

Study Documentation



What is a scripted brief?

- **A scripted brief is a stand-alone briefing. That is, the words to the briefing are incorporated as part of the briefing.**
- **When using Powerpoint, the words to the briefing can be placed in the notes section or as a separate slide following the slide it describes. The AT-CDEP IIR format is the latter.**
- **Following each illustrative insights slide, a detailed word slide will follow that completely, accurately, and succinctly “briefs” the illustrative insights slide.**

What is an Insight?

- **An insight must be logical, defensible, and understandable**
- **The insight statement:**
 - **must be precise and focused**
 - **should be no more than 3 sentences in length**
 - **should identify the following:**
 - **a capability or void**
 - **the enabler or inhibitor**
 - **operational impact**
- **Example: “The level of situational awareness provided by ABCS enabled the ARFOR to conduct effective, independent actions on a dispersed battlefield”**
- **The insight discussion should provide a more detailed description of the insight, synthesize the supporting observations, and counter contradictory observations. It should be no more than a page in length. A list of considered observations should accompany the insight.**
- **The insight recommendations should identify each DOTMLPF category and the specific issue that must be addressed. It should clearly drive a measurable, definitive course of action that would lead to a solution.**

What is an Initial Insights Report?

- What is the difference between the **Emerging** Insights Report and the **Initial** Insights Report?
 - **Quantity and quality of the proof for the insight.**
 - The original indicator(s) of the emerging insight are confirmed as valid and true (i.e. there was not a data input or M&S error that created the perception on an insight).
 - Upon further review, the emerging insight is confirmed by deeper analysis of the data (all types).
 - More instances of the occurrences appear as further proof (during the event or during other events).
 - **Level of confidence about the insight.**
 - **EIR:** the assumed validity of the emerging insight can exceed the analyst's level of confidence.
 - **IIR:** the analyst is sufficiently confident, based upon the evidence, that the insight is valid and credible.
 - **Level of detail regarding the event, the insight and the context of the insight.**
 - More slide detail in the IIR than in the EIR
 - This is provided in both the slide and the script for the slide.
- From the EIR to the IIR, the insight(s) may change.
 - Some insight(s) may be dropped due to lack of evidence.
 - Some added or changed after deeper analysis of the data.
 - The IIR should identify these changes.

Initial Insights Report **Format**

- **The remaining slides provide the format and content requirements for the Initial Insights Report.**
- **These are the major parts to the IIR:**
 - **Executive Summary**
 - **Experiment Overview**
 - **Initial Insight(s) and Supporting Evidence**
 - **Recommendations**

Executive Summary

- **Provide a brief overview of:**
 - **Why the experiment was conducted?**
 - **What was the basic premise of the experiment?**
 - **What was the expected result(s) of the experiment?**
 - **How effective was the experiment at achieving those results?**
 - **Highlight any insights and recommendations.**

Experiment Overview

- **Define who conducted this event and when. Provide contact information.**
- **Describe the purpose, objectives, and intent of the experiment.**
- **Detail the study issues.**
- **Describe the experiment architecture.**
- **Describe the scenario.**

Initial Insights

- **Identify any additions, deletions, or changes to the insight(s) presented in the EIR.**
- **Identify the insight.**
- **Detail the supporting evidence.**

Initial Insight **Format**

- **Initial Insight**

- **Identify the insight**
- **It must be more than an observation**

- **Supporting Evidence**

- **Identify all evidence that supports to include:**
 - **Observations**
 - **Simulation output**
 - **Instrumented data**
 - **Surveys**
 - **Interviews**
 - **Questionnaires**

Initial Insight Example

- **Initial Insight:**

- At the JTFHQ, the ONA process focuses effects based collection planning on measures related to effects accomplishment. In a scenario with constrained ISR assets, this focus could reduce component commanders' ability to use PIR to drive intelligence collection that enables effects (locate, identify, track, and target) and ensures force protection.

- **Supporting Evidence**

- The JTF ISR collection planner focuses on ISR requirements to observe MOP and MOE of Effects. In order to get the JFLCC PIR onto the Priority Effects List (PEL), an effect must be written and prioritized and placed into the PEL to match the PIR. A PIR without an associated effect does not get reconnaissance assets allocated to it and is virtually ignored.
- The JFLCC ISG has not tested the process of adding effects to the PEL. Apparently, getting effects added by the JTF is tough. In this scenario, collection assets are plentiful. Even though a given PIR does not have an effect to match it, there are enough assets to cover the target anyway. In a scenario where there are limited assets, this PIR would likely get low priority until an effect is added.
- Effects based collection planning is transparent to the ARFOR. IWS Chat capability is effective at streamlining coordination of ISR assets - "cuts through red tape." The collection schedule from the JFLCC is not as detailed as typically received from a Corps HQ, requiring the ARFOR ACE to monitor sensor tracks on ADOCS to determine when NAIs have coverage.

Actionable Recommendations

- **Recommendations for future experimentation.**
- **Recommendations for DOTMLPF solution(s).**

Recommendation **Format**

- **Recommendation paragraph:**
 - **Must be concise, actionable, feasible, and stand alone.**
 - **Should refer to the event and clearly drive a measurable, definitive course of action that would lead to a solution.**
 - **If it is outside the Army's power to effect, then include that the Army should "initiate a process for a more thorough investigation of..." or "initiate a dialogue with another service in order to..."**
 - **Should be no more than 3-4 sentences in length.**
 - **1st sentence should simply state the recommendation, include the organization(s) with follow-up action responsibility, and address one or more DOTMLPF categories, if applicable.**
 - **2d sentence should identify the specific shortfalls, voids, or inhibitors, referenced back to the specific experiment.**
 - **3d (and 4th if needed) sentence should state the benefits or enablers for the Army.**

Insight Recommendation **Example**

- **“Recommend that the Army open a dialogue with JFCOM for the conversion of the 32d AAMDC MTOE to a joint manning document. MC02 demonstrated that the LNOs served integral roles (esp. in the areas of capabilities and planning) in the overall successful mission accomplishment. By institutionalizing this cross-service staff integration, these benefits will be assured in all future operations.” (Insights 7.b.(8) and Appendix C)**